ABSTRACT

A method for placing branch locations having the steps of: (a) identifying at least one service provider branch location, (b) identifying at least one service receiver, (c) identifying a measure of service receiver value, (d) calculating the value of each of the service receivers based

5   on the measure of service receiver value, (e) determining which of the service provider branch locations is the closest service provider branch location for each of the service receivers, and (f) determining a probability that each of the service receivers will utilize the closest service provider branch location.